



D. P. FITZGERALD
Area Manager - Operations
Winston-Salem, NC 27102
910-741-2053

SENT VIA E-MAIL

September 11, 1997

TO: Rich Kane Bill Roth
 Mark Young Peter Schmidt
 Jay Loftin Larry Poole

Subject: Winston Out of Home Survey

Attached you will find a letter from Lucinda Sheer regarding an out of home survey she is conducting on Winston. It is virtually impossible for their group to visit every marketplace to monitor placement by supplies, so your input is very important to them.

We would appreciate you providing your best definition of Winston presence in the identified markets you visited during the first five weeks of the Winston launch. The survey should be returned to me on or before 9/19/97.

Call if you have any questions.

Don

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Attachment

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